

## Certificate 2 in Information Technology - Creating a Google Website

This handout will explain the basics of getting started at creating an online website. It will then direct you to online tutorials for managing and building it.

**Aim:** Create a free Google website to advertise your product(s) or service(s). It does not have to be extensive or a work of art. Potential customers should be able to:

- View details of your items
- Contact you via phone or email
- Order items. This can be via an online form or a downloaded form to email in.

**Assessment:** Supply Jan with:

- An emailed link to your site
- A one page screen dump of the home page that also displays the link to the site
- A printout of the online or downloadable order form

**Pre-requisites:** The following will be required to build your site:

- A Google or Gmail account. If you do not wish to create one then you may elect to use an existing *StudentN.wnc@gmail.com* account however be aware that it is a generic password to all these accounts.
- Visuals of your product(s) or services(s). You should be careful to only use visuals that are not copyright. These are readily available from sources like [commons.wikimedia.org](https://commons.wikimedia.org) or by using the Advanced Search fields in Google.
- Any documents you plan to have downloadable from your site.

**Tips:**

- Do master tabbed browsing and how to 'tear off' a tab. This will be very handy when creating your site whilst reading the tutorials. Also when using copy and paste,
- Do use Copy and Paste. If you don't know the keyboard commands then put a Post-it note on your monitor Undo Ctrl+Z; Cut Ctrl+X; Copy Ctrl+C; Paste Ctrl+V
- Remember this is an IT course. Don't get carried away with the number of your products and services or dreaming of the riches that your online business will make.

### **What is a website?**

One dictionary definition is "A set of interconnected webpages, usually including a homepage, generally located on the same server, and prepared and maintained as a collection of information by a person, group, or organization." There are many categories of websites, eg Blog, Community, Forum, News, Search Engine, Wiki just to name a few.

Websites can be created using a computer program such as Dreamweaver, Frontpage, Kompozer and many others. These create the webpages and content on your computer. You then 'upload' the created site to a 'server' that will 'host' your website.

The system we will use is Google sites. This uses an online builder that will produce quite an acceptable site. In the free version you are limited to 100Mb of storage which is quite ample for this course. It does have limited e-store facilities and to use a shopping cart you need to use the Google system although a PayPal system can be added. Although the system has restrictions, the good news is should your business needs escalate then much of the hard work is done in simply deciding what to put on your site and how to structure it! For some very low cost you can purchase your own domain name and make your Google site look quite business like. Another popular site that offers free hosting is WordPress.

## Certificate 2 in Information Technology - Creating a Google Website

### **So what's a 'Link'?**

A 'Link' enables the user to quickly move from page to page on the website, or to pages on other websites. (The correct name is actually 'hyperlink'.) The link can be text, a graphic, or even a seemingly blank area that the user simply clicks on with the mouse.

Besides moving to other web pages, a link can also trigger the playing of audio or video; open or download a document, or trigger a computer program, script or virus!. A Link has basically two parts, the link URL itself and what the user sees. In most browsers the link URL can be viewed by simply hovering the mouse over the link. Links are very easily created in Google Sites.

### **Planning Your Site.** Take time to write down some ideas

What products / services will your site offer?
What URL name would you like to have for your site? Don't expect to get common words like 'vanning', however 'vanning.for.fun' might be available or 'vanning.over.50' etc
What subpages do you think you will have? Eg Contacts, Links, About, Products, Who we are?
What photos or graphics can you get hold of? Or link to? Where from?
What documents will be available to download from your site? Eg Purchase Order, Brochure, Flyer, MSDS. What format will they be in?
Anything else you can think of

	Steps to create your website	Comments
1	Go to the google sites logon page	<a href="http://www.sites.google.com">www.sites.google.com</a>
2	Log in using your Gmail email and password.	If you don't have a gmail account then you either need to create one or use a studentN.wnc one
3	Click the Create button	to start creating your website
4	<ul style="list-style-type: none"> <li>➤ Select a blank template</li> <li>➤ Enter the English name for your site *</li> <li>➤ If necessary, adjust the wording in the Site Location field (don't expect to get popular words as they would have already been taken.)</li> <li>➤ Select a theme. *</li> <li>➤ Select More options. Give a short description of what your site offers *</li> <li>➤ Enter the Captcha characters</li> <li>➤ Click the Create button (top of page)</li> </ul>	<p>If the website fails to create then check your entries carefully. The most common problems here are that</p> <ul style="list-style-type: none"> <li>- the site location text has already been used by someone else. Your site location text needs to be creative and yet kept simple and meaningful at the same time.</li> <li>- You've mistyped the Captcha letters</li> <li>- You've missed an entry in a field</li> </ul>
5	You will now be at the 'Home' page for your new site. Take time to investigate, particularly the 'More Actions' menu.	The 'Manage Site' command lets you change items marked '*' in step 4 as well as organise subpages, structure and upload documents
6	Under Sharing and Permissions / Add People, add Jan and Keith as Owners.	So they can see how you are going or talk you through problems.
7	Go to your Home Page and start editing it.	Click the pencil icon.
8	Examine both the toolbar and menus	The menus in particular.

### **Building Your Site**

Instead of more printed step by step stuff, it's now up to you to research and build your site. Below are some handy sites to help you. Don't be afraid to try stuff. You'll never know unless **you** have a go. (Just note that the Google Sites interface was updated earlier this year so some of the items below might still refer to the old layout. The functionality is still the same.)

- [support.google.com/sites](http://support.google.com/sites) (note: there's no www bit on the URL). Visit the Beginners Guide link at top left of the page. Also make good use of the search facility.
- [www.scribd.com/doc/12740926/Google-Sites-Tutorial](http://www.scribd.com/doc/12740926/Google-Sites-Tutorial) has a very clearly explained scrolling slide set with graphics.
- [www.steegle.com/websites/google-sites-howtos/short-list](http://www.steegle.com/websites/google-sites-howtos/short-list) has a very good list of how to do various things including add PayPal . (Note that this website is actually a google site. The owner, Stephen Hind, has probably gone to the next step and pays Google for a more advanced business system [www.google.com/enterprise/apps/business/pricing.html](http://www.google.com/enterprise/apps/business/pricing.html))
- [www.sitesguide.pjrprojects.co.uk](http://www.sitesguide.pjrprojects.co.uk) has good instructions on doing a list of jobs, plus a good list of links to other helpful and example sites. This is also a Google site itself.
- [www.siteshelp.kcccloudsolutions.com](http://www.siteshelp.kcccloudsolutions.com) has good step by step instructions and video tutorials – just use the links at top left of that site.
- [www.sites.google.com/site/mori79/](http://www.sites.google.com/site/mori79/) has some useful 'how to' type items.